

# DUPLICATE INVOICE



**WESH**  
**1021 N. Wymore Rd.**  
**Winter Park, FL 32789**  
**Main: (407)645-2222**  
**Billing: (407)389-7661**

www.wesh.com

Billing Address:

**GMMB**  
**Attention: Accounts Payable**  
**3050 K St, NW**  
**Washington, DC 20007**

Send Payment To:

**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
950344-1	10/21/12	October 2012	10/01/12 - 10/15/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washington	National

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

Flight Dates	Order #	Alt Order #
10/09/12 - 10/15/12	950344	07898912

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/09/12	10/12/12	M-F Early Sunrise	5:00-6:00 AM	-1111--	:30	4	\$325.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-1111--	4	\$325.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WESH	Tu	10/09/12	5:12 AM	M-F Early Sunrise	5:00-6:00 AM	:30	OFA12Z141H	\$325.00 NM
2	WESH	W	10/10/12	5:30 AM	M-F Early Sunrise	5:00-6:00 AM	:30	OFA12G145H	\$325.00 NM
4	WESH	Th	10/11/12	5:24 AM	M-F Early Sunrise	5:00-6:00 AM	:30	OFA12G145H	\$325.00 NM
1	WESH	F	10/12/12	5:53 AM	M-F Early Sunrise	5:00-6:00 AM	:30	OFA12G145H	\$325.00 NM
2	10/15/12	10/15/12	M-F Early Sunrise	5:00-6:00 AM	M-----	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M-----	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	10/15/12	5:27 AM	M-F Early Sunrise	5:00-6:00 AM	:30	OFA12G145H	\$350.00 NM
3	10/15/12	10/15/12	M-F Sunrise @6AM	6:00-7:00 AM	M-----	:30	1	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M-----	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	10/15/12	6:44 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	OFA12P143H	\$1,000.00 NM
4	10/09/12	10/12/12	M-F Sunrise @6AM	6:00-7:00 AM	-TWTF--	:30	4	\$850.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-TWTF--	4	\$850.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/09/12	6:42 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	OFA12A138H	\$850.00 NM
2	WESH	W	10/10/12	6:29 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	OFA12P143H	\$850.00 NM
4	WESH	Th	10/11/12	6:23 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	OFA12P143H	\$850.00 NM
3	WESH	F	10/12/12	6:53 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	OFA12P143H	\$850.00 NM
5	10/09/12	10/12/12	NBC Today Show	7:00-9:00 AM	-TWTF--	:30	3	\$1,300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-TWTF--	3	\$1,300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Tu	10/09/12	7:26 AM	NBC Today Show	7:00-9:00 AM	:30	OFA12Z141H	\$1,300.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
We warrant that the actual broadcast information shown on this invoice was taken from the program log

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**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
950344-1	10/21/12	October 2012	10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/09/12	10/12/12	NBC Today Show	7:00-9:00 AM	-TWTF--	:30	3	\$1,300.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WESHW		10/10/12	8:37 AM	NBC Today Show	7:00-9:00 AM	:30	OFA12G145H	\$1,300.00 NM
1	WESHTh		10/11/12	8:49 AM	NBC Today Show	7:00-9:00 AM	:30	OFA12G145H	\$1,300.00 NM
6	10/09/12	10/12/12	*Early Sunrise @4:30AM	430a-5am	-1111--	:30	4	\$75.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-1111--	4	\$75.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHTu		10/09/12	4:50 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12A138H	\$75.00 NM
2	WESHW		10/10/12	4:41 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12P143H	\$75.00 NM
3	WESHTh		10/11/12	4:55 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12P143H	\$75.00 NM
4	WESHF		10/12/12	4:29 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12P143H	\$75.00 NM
7	10/15/12	10/15/12	*Early Sunrise @4:30AM	430a-5am	M-----	:30	1	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	M-----	1	\$50.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/15/12	4:49 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12P143H	\$50.00 NM
8	10/13/12	10/13/12	Sat 5-6a	Sat 5-6a	-----1-	:30	1	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----1-	1	\$50.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESHsa		10/13/12	5:14 AM	Sat 5-6a	Sat 5-6a	:30	OFA12G145H	\$50.00 NM
9	10/13/12	10/13/12	Sat Sunrise 6-8 AM	6:00-8:00 AM	-----S-	:30	1	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----S-	1	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHsa		10/13/12	7:54 AM	Sat Sunrise 6-8 AM	6:00-8:00 AM	:30	OFA12P143H	\$250.00 NM
10	10/13/12	10/13/12	NBC Saturday	Sat 8-10am	-----S-	:30	1	\$1,300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----S-	1	\$1,300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHsa		10/13/12	8:30 AM	NBC Saturday	Sat 8-10am	:30	OFA12G145H	\$1,300.00 NM
11	10/14/12	10/14/12	Sun Sunrise@6-8 AM	6:00-8:00 AM	-----S	:30	2	\$250.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----S	2	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHsu		10/14/12	7:00 AM	Sun Sunrise@6-8 AM	6:00-8:00 AM	:30	OFA12P143H	\$250.00 NM
2	WESHsu		10/14/12	7:43 AM	Sun Sunrise@6-8 AM	6:00-8:00 AM	:30	OFA12G145H	\$250.00 NM
12	10/14/12	10/14/12	NBC Sunday Today	8:00-9:00 AM/9-11A	-----S	:30	2	\$1,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----S	2	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHsu		10/14/12	8:23 AM	NBC Sunday Today	8:00-9:00 AM/9-11A	:30	OFA12P143H	\$1,800.00 NM
2	WESHsu		10/14/12	8:46 AM	NBC Sunday Today	8:00-9:00 AM/9-11A	:30	OFA12G145H	\$1,800.00 NM



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Invoice #	Invoice Date	Invoice Month	Invoice Period
950344-1	10/21/12	October 2012	10/01/12 - 10/15/12
Advertiser	Product	Estimate Number	
Obama/D/President	SKED A 30'S	1537	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	10/14/12	10/14/12	NBC MEET THE PRESS NBC MEET THE PI		-----S	:30	1	\$2,500.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----S	1	\$2,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	10/14/12	9:39 AM	NBC MEET THE PRESS	NBC MEET THE PI	:30	OFA12P143H	\$2,500.00 NM
14	10/09/12	10/12/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	-1111--	:30	4	\$800.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-1111--	4	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WESH	Tu	10/09/12	9:42 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	OFA12A138H	\$800.00 NM
1	WESH	W	10/10/12	9:50 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	OFA12P143H	\$800.00 NM
4	WESH	Th	10/11/12	9:49 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	OFA12P143H	\$800.00 NM
2	WESH	F	10/12/12	9:36 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	OFA12G145H	\$800.00 NM
15	10/15/12	10/15/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	M-----	:30	2	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M-----	2	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	10/15/12	9:32 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	OFA12G145H	\$900.00 NM
2	WESH	M	10/15/12	9:56 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	OFA12P143H	\$900.00 NM
16	10/15/12	10/15/12	NBC Today Show II	10AM-11AM	M-----	:30	1	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M-----	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	10/15/12	10:57 AM	NBC Today Show II	10AM-11AM	:30	OFA12G145H	\$800.00 NM
17	10/09/12	10/12/12	NBC Today Show II	10AM-11AM	-1111--	:30	4	\$700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-1111--	4	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Tu	10/09/12	10:59 AM	NBC Today Show II	10AM-11AM	:30	OFA12A138H	\$700.00 NM
3	WESH	W	10/10/12	10:59 AM	NBC Today Show II	10AM-11AM	:30	OFA12G145H	\$700.00 NM
1	WESH	Th	10/11/12	10:51 AM	NBC Today Show II	10AM-11AM	:30	OFA12G145H	\$700.00 NM
4	WESH	F	10/12/12	10:57 AM	NBC Today Show II	10AM-11AM	:30	OFA12P143H	\$700.00 NM
18	10/09/12	10/12/12	NBC Today Show III	11AM-12PM/10-11/	-TWTF--	:30	3	\$650.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-TWTF--	3	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Tu	10/09/12	11:27 AM	NBC Today Show III	11AM-12PM/10-11/	:30	OFA12Z141H	\$650.00 NM
1	WESH	W	10/10/12	11:51 AM	NBC Today Show III	11AM-12PM/10-11/	:30	OFA12P143H	\$650.00 NM
3	WESH	Th	10/11/12	11:30 AM	NBC Today Show III	11AM-12PM/10-11/	:30	OFA12P143H	\$650.00 NM
19	10/09/12	10/12/12	M-F NOON NEWS 12-12:12:00-12:30 PM		-TWTF--	:30	3	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-TWTF--	3	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WESH	Tu	10/09/12	11:59 AM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	OFA12A138H	\$500.00 NM
1	WESH	W	10/10/12	12:26 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	OFA12G145H	\$500.00 NM
2	WESH	Th	10/11/12	11:59 AM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	OFA12G145H	\$500.00 NM

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19	10/09/12	10/12/12	M-F NOON NEWS 12-12:12:00-12:30 PM		-TWTF--	:30	3	\$500.00	NM
Class of Time - Pre-emptible with notice									
20	10/09/12	10/12/12	M-F 4-5 PM NEWS	M-F 4-5 PM	-TWTF--	:30	5	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -TWTF-- 5 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WESH Tu 10/09/12 4:41 PM M-F 4-5 PM NEWS M-F 4-5 PM :30 OFA12A138H \$800.00 NM 1 WESH W 10/10/12 4:27 PM M-F 4-5 PM NEWS M-F 4-5 PM :30 OFA12G145H \$800.00 NM 5 WESH W 10/10/12 4:58 PM M-F 4-5 PM NEWS M-F 4-5 PM :30 OFA12P143H \$800.00 NM 4 WESH Th 10/11/12 4:24 PM M-F 4-5 PM NEWS M-F 4-5 PM :30 OFA12G145H \$800.00 NM 2 WESH F 10/12/12 4:52 PM M-F 4-5 PM NEWS M-F 4-5 PM :30 OFA12P143H \$800.00 NM									
21	10/15/12	10/15/12	M-F 4-5 PM NEWS	M-F 4-5 PM	M-----	:30	1	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH M 10/15/12 4:11 PM M-F 4-5 PM NEWS M-F 4-5 PM :30 OFA12G145H \$800.00 NM									
22	10/09/12	10/12/12	M-F 5-6 PM ROT	5:00-6:00 PM	-TWTF--	:30	2	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -TWTF-- 2 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Tu 10/09/12 5:28 PM M-F 5-6 PM ROT 5:00-6:00 PM :30 OFA12Z141H \$1,000.00 NM 2 WESH Th 10/11/12 5:40 PM M-F 5-6 PM ROT 5:00-6:00 PM :30 OFA12P143H \$1,000.00 NM									
23	10/09/12	10/12/12	M-F 6-6:30 PM	M-F 6-6:30 PM	-1111--	:30	4	\$1,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -1111-- 4 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Tu 10/09/12 6:27 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 OFA12A138H \$1,400.00 NM 2 WESH W 10/10/12 6:11 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 OFA12G145H \$1,400.00 NM 3 WESH Th 10/11/12 6:12 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 OFA12G145H \$1,400.00 NM 4 WESH F 10/12/12 6:22 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 OFA12G145H \$1,400.00 NM									
24	10/15/12	10/15/12	M-F 6-6:30 PM	M-F 6-6:30 PM	M-----	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH M 10/15/12 6:12 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 OFA12P143H \$1,500.00 NM									
25	10/13/12	10/13/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	-----S-	:30	1	\$500.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WESH Tu 10/09/12 12:30 PM M-F NOON NEWS 12-12:30 12:00-12:30 PM :30 OFA12Z141H \$500.00 NM MG for 25.1 10/13 1 WESH Sa 10/13/12 SA/SU 6-6:30 PM SA/SU 5:58-6:30 PM :00 \$500.00 NM See MG 25.2									
26	10/14/12	10/14/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	-----S	:30	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S 1 \$1,200.00									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.



## DUPLICATE INVOICE

Send Payment To:



**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
950344-1	10/21/12	October 2012	10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																			
26	10/14/12	10/14/12	SA/SU 6-6:30 PM Class of Time - Pre-emptible with notice	SA/SU 5:58-6:30 PM	-----S	:30	1	\$1,200.00	NM																																																																			
<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WESH</td><td>Su</td><td>10/14/12</td><td>6:11 PM</td><td>SA/SU 6-6:30 PM</td><td>SA/SU 5:58-6:30 PM</td><td>:30</td><td>OFA12G145H</td><td>\$1,200.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WESH	Su	10/14/12	6:11 PM	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	:30	OFA12G145H	\$1,200.00	NM																																													
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																		
1	WESH	Su	10/14/12	6:11 PM	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	:30	OFA12G145H	\$1,200.00	NM																																																																		
27	10/09/12	10/12/12	M-F Entertainment Tonight Class of Time - Pre-emptible with notice	7:00-7:30 PM	-TWTF--	:30	4	\$1,700.00	NM																																																																			
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/08/12</td><td>10/14/12</td><td>-TWTF--</td><td>4</td><td>\$1,700.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>2</td><td>WESH</td><td>Tu</td><td>10/09/12</td><td>7:11 PM</td><td>M-F Entertainment Tonight</td><td>7:00-7:30 PM</td><td>:30</td><td>OFA12Z141H</td><td>\$1,700.00</td><td>NM</td></tr><tr><td>3</td><td>WESH</td><td>W</td><td>10/10/12</td><td>7:18 PM</td><td>M-F Entertainment Tonight</td><td>7:00-7:30 PM</td><td>:30</td><td>OFA12P143H</td><td>\$1,700.00</td><td>NM</td></tr><tr><td>4</td><td>WESH</td><td>Th</td><td>10/11/12</td><td>7:17 PM</td><td>M-F Entertainment Tonight</td><td>7:00-7:30 PM</td><td>:30</td><td>OFA12P143H</td><td>\$1,700.00</td><td>NM</td></tr><tr><td>1</td><td>WESH</td><td>F</td><td>10/12/12</td><td>7:10 PM</td><td>M-F Entertainment Tonight</td><td>7:00-7:30 PM</td><td>:30</td><td>OFA12P143H</td><td>\$1,700.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/08/12	10/14/12	-TWTF--	4	\$1,700.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	WESH	Tu	10/09/12	7:11 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	OFA12Z141H	\$1,700.00	NM	3	WESH	W	10/10/12	7:18 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	OFA12P143H	\$1,700.00	NM	4	WESH	Th	10/11/12	7:17 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	OFA12P143H	\$1,700.00	NM	1	WESH	F	10/12/12	7:10 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	OFA12P143H	\$1,700.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																							
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3	WESH	W	10/10/12	7:18 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	OFA12P143H	\$1,700.00	NM																																																																		
4	WESH	Th	10/11/12	7:17 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	OFA12P143H	\$1,700.00	NM																																																																		
1	WESH	F	10/12/12	7:10 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	OFA12P143H	\$1,700.00	NM																																																																		
28	10/09/12	10/12/12	M-F Access Hollywood Class of Time - Pre-emptible with notice	Access Hollywood /	-TWTF--	:30	3	\$1,700.00	NM																																																																			
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/08/12</td><td>10/14/12</td><td>-TWTF--</td><td>3</td><td>\$1,700.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>3</td><td>WESH</td><td>Tu</td><td>10/09/12</td><td>7:42 PM</td><td>M-F Access Hollywood</td><td>Access Hollywood /</td><td>:30</td><td>OFA12A138H</td><td>\$1,700.00</td><td>NM</td></tr><tr><td>2</td><td>WESH</td><td>W</td><td>10/10/12</td><td>7:48 PM</td><td>M-F Access Hollywood</td><td>Access Hollywood /</td><td>:30</td><td>OFA12G145H</td><td>\$1,700.00</td><td>NM</td></tr><tr><td>1</td><td>WESH</td><td>Th</td><td>10/11/12</td><td>7:56 PM</td><td>M-F Access Hollywood</td><td>Access Hollywood /</td><td>:30</td><td>OFA12G145H</td><td>\$1,700.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/08/12	10/14/12	-TWTF--	3	\$1,700.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	3	WESH	Tu	10/09/12	7:42 PM	M-F Access Hollywood	Access Hollywood /	:30	OFA12A138H	\$1,700.00	NM	2	WESH	W	10/10/12	7:48 PM	M-F Access Hollywood	Access Hollywood /	:30	OFA12G145H	\$1,700.00	NM	1	WESH	Th	10/11/12	7:56 PM	M-F Access Hollywood	Access Hollywood /	:30	OFA12G145H	\$1,700.00	NM											
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	10/08/12	10/14/12	-TWTF--	3	\$1,700.00																																																																							
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																		
3	WESH	Tu	10/09/12	7:42 PM	M-F Access Hollywood	Access Hollywood /	:30	OFA12A138H	\$1,700.00	NM																																																																		
2	WESH	W	10/10/12	7:48 PM	M-F Access Hollywood	Access Hollywood /	:30	OFA12G145H	\$1,700.00	NM																																																																		
1	WESH	Th	10/11/12	7:56 PM	M-F Access Hollywood	Access Hollywood /	:30	OFA12G145H	\$1,700.00	NM																																																																		
29	10/13/12	10/13/12	Sat. Entertainment this W Class of Time - Pre-emptible with notice	7:00-8:00 PM	-----S-	:30	1	\$1,000.00	NM																																																																			
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																							
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																		
1	WESH	Sa	10/13/12	7:59 PM	Sat. Entertainment this Week	7:00-8:00 PM	:30	OFA12P143H	\$1,000.00	NM																																																																		
30	10/09/12	10/13/12	M-Su News @ 11PM Class of Time - Pre-emptible with notice	11-1135p	-TWTFS-	:30	3	\$1,500.00	NM																																																																			
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3	WESH	Tu	10/09/12	11:31 PM	M-Su News @ 11PM	11-1135p	:30	OFA12Z141H	\$1,500.00	NM																																																																		
2	WESH	W	10/10/12	11:31 PM	M-Su News @ 11PM	11-1135p	:30	OFA12P143H	\$1,500.00	NM																																																																		
1	WESH	F	10/12/12	11:29 PM	M-Su News @ 11PM	11-1135p	:30	OFA12P143H	\$1,500.00	NM																																																																		
31	10/09/12	10/12/12	NBC Tonight Show Class of Time - Pre-emptible with notice	11:35P-12:35XM	-1111--	:30	4	\$850.00	NM																																																																			
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/08/12</td><td>10/14/12</td><td>-1111--</td><td>4</td><td>\$850.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>2</td><td>WESH</td><td>Tu</td><td>10/09/12</td><td>12:08 AM</td><td>NBC Tonight Show</td><td>11:35P-12:35XM</td><td>:30</td><td>OFA12A138H</td><td>\$850.00</td><td>NM</td></tr><tr><td>1</td><td>WESH</td><td>W</td><td>10/10/12</td><td>12:31 AM</td><td>NBC Tonight Show</td><td>11:35P-12:35XM</td><td>:30</td><td>OFA12G145H</td><td>\$850.00</td><td>NM</td></tr><tr><td>4</td><td>WESH</td><td>Th</td><td>10/11/12</td><td>12:09 AM</td><td>NBC Tonight Show</td><td>11:35P-12:35XM</td><td>:30</td><td>OFA12P143H</td><td>\$850.00</td><td>NM</td></tr><tr><td>3</td><td>WESH</td><td>F</td><td>10/12/12</td><td>12:10 AM</td><td>NBC Tonight Show</td><td>11:35P-12:35XM</td><td>:30</td><td>OFA12G145H</td><td>\$850.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/08/12	10/14/12	-1111--	4	\$850.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	WESH	Tu	10/09/12	12:08 AM	NBC Tonight Show	11:35P-12:35XM	:30	OFA12A138H	\$850.00	NM	1	WESH	W	10/10/12	12:31 AM	NBC Tonight Show	11:35P-12:35XM	:30	OFA12G145H	\$850.00	NM	4	WESH	Th	10/11/12	12:09 AM	NBC Tonight Show	11:35P-12:35XM	:30	OFA12P143H	\$850.00	NM	3	WESH	F	10/12/12	12:10 AM	NBC Tonight Show	11:35P-12:35XM	:30	OFA12G145H	\$850.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																							
	10/08/12	10/14/12	-1111--	4	\$850.00																																																																							
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																		
2	WESH	Tu	10/09/12	12:08 AM	NBC Tonight Show	11:35P-12:35XM	:30	OFA12A138H	\$850.00	NM																																																																		
1	WESH	W	10/10/12	12:31 AM	NBC Tonight Show	11:35P-12:35XM	:30	OFA12G145H	\$850.00	NM																																																																		
4	WESH	Th	10/11/12	12:09 AM	NBC Tonight Show	11:35P-12:35XM	:30	OFA12P143H	\$850.00	NM																																																																		
3	WESH	F	10/12/12	12:10 AM	NBC Tonight Show	11:35P-12:35XM	:30	OFA12G145H	\$850.00	NM																																																																		
32	10/15/12	10/15/12	NBC Tonight Show Class of Time - Pre-emptible with notice	11:35P-12:35XM	M-----	:30	1	\$900.00	NM																																																																			
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																							
	10/15/12	10/21/12	M-----	1	\$900.00																																																																							
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																		
1	WESH	M	10/15/12	11:58 PM	NBC Tonight Show	11:35P-12:35XM	:30	OFA12G145H	\$900.00	NM																																																																		
33	10/15/12	10/15/12	NBC Carson Daly ON Class of Time - Immediately Pre-emptible without notice	NBC Carson Daly C	M-----	:30	1	\$100.00	NM																																																																			



# DUPLICATE INVOICE

Send Payment To:



**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
950344-1	10/21/12	October 2012	10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
33	10/15/12	10/15/12	NBC Carson Daly ON	NBC Carson Daly C	M-----	:30	1	\$100.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M-----	1	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/15/12	1:46 AM	NBC Carson Daly ON	NBC Carson Daly C	:30	OFA12P143H	\$100.00 NM
34	10/09/12	10/12/12	NBC Carson Daly ON	NBC Carson Daly C	-1111--	:30	4	\$100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-1111--	4	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/09/12	2:04 AM	NBC Carson Daly ON	NBC Carson Daly C	:30	OFA12Z141H	\$100.00 NM
2	WESH	W	10/10/12	1:59 AM	NBC Carson Daly ON	NBC Carson Daly C	:30	OFA12G145H	\$100.00 NM
4	WESH	Th	10/11/12	1:45 AM	NBC Carson Daly ON	NBC Carson Daly C	:30	OFA12G145H	\$100.00 NM
3	WESH	F	10/12/12	2:02 AM	NBC Carson Daly ON	NBC Carson Daly C	:30	OFA12P143H	\$100.00 NM
35	10/15/12	10/15/12	Mon NBC Prime VOICE	Prime Other	M-----	:30	1	\$8,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M-----	1	\$8,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/15/12	9:18 PM	Mon NBC Prime VOICE	Prime Other	:30	OFA12G145H	\$8,000.00 NM
36	10/09/12	10/09/12	NBC Prime GO ON/ NEW	9:00-10:00 PM	-T-----	:30	1	\$2,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-T-----	1	\$2,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/09/12	9:20 PM	NBC Prime GO ON/ NEW NORM	9:00-10:00 PM	:30	OFA12Z141H	\$2,500.00 NM
37	10/10/12	10/10/12	NBC Prime L&O SVU	9:00-10:00 PM	--W----	:30	1	\$6,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	--W----	1	\$6,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	W	10/10/12	9:43 PM	NBC Prime L&O SVU	9:00-10:00 PM	:30	OFA12P143H	\$6,000.00 NM
38	10/10/12	10/10/12	NBC Prime CHICAGO FIRE	10:00-11:00 PM	--W----	:30	1	\$5,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	--W----	1	\$5,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	W	10/10/12	10:29 PM	NBC Prime CHICAGO FIRE	10:00-11:00 PM	:30	OFA12G145H	\$5,500.00 NM
39	10/12/12	10/12/12	NBC Prime WHITNEY/CC	8:00-9:00 PM	----F--	:30	1	\$1,500.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	----F--	1	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	F	10/12/12		NBC Prime WHITNEY/COMM	8:00-9:00 PM	:00		<del>\$1,500.00</del> NM
See MG 39.2									
2	WESH	F	10/12/12	8:26 PM	NBC Prime GRIMM	8:00-9:00 PM	:30	OFA12G145H	\$1,200.00 NM
MG for 39.1 10/12									
40	10/12/12	10/12/12	NBC Prime GRIMM	9:00-10:00 PM	----F--	:30	1	\$4,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	----F--	1	\$4,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

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We warrant that the actual broadcast information shown on this invoice was taken from the program log.



## DUPLICATE INVOICE

Send Payment To:



**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
950344-1	10/21/12	October 2012	10/01/12 - 10/15/12
Advertiser	Product	Estimate Number	
Obama/D/President	SKED A 30'S	1537	

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
40	10/12/12	10/12/12	NBC Prime GRIMM	9:00-10:00 PM	----F--	:30	1	\$4,000.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WESHF 10/12/12 9:20 PM NBC Prime GRIMM 9:00-10:00 PM :30 OFA12P143H \$4,000.00 NM									
41	10/14/12	10/14/12	NFL	8:00PM-conclusion	-----S	:30	1	\$15,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----S 1 \$15,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WESH Su 10/14/12 9:57 PM NFL 8:00PM-conclusion :30 OFA12G145H \$15,000.00 NM									
42	10/09/12	10/12/12	COMMITMENT 2012 SPE	12:30PM-1:00PM	-TWTF--	:30	4	\$350.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -TWTF-- 4 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WESH Tu 10/09/12 12:58 PM COMMITMENT 2012 SPECIAL 12:30PM-1:00PM :30 OFA12A138H \$350.00 NM									
3 WESH W 10/10/12 12:49 PM COMMITMENT 2012 SPECIAL 12:30PM-1:00PM :30 OFA12P143H \$350.00 NM									
2 WESH Th 10/11/12 12:49 PM COMMITMENT 2012 SPECIAL 12:30PM-1:00PM :30 OFA12P143H \$350.00 NM									
4 WESH F 10/12/12 12:40 PM COMMITMENT 2012 SPECIAL 12:30PM-1:00PM :30 OFA12G145H \$350.00 NM									
43	10/15/12	10/15/12	COMMITMENT 2012 SPE	12:30PM-1:00PM	M-----	:30	1	\$300.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 M----- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WESH M 10/15/12 12:41 PM COMMITMENT 2012 SPECIAL 12:30PM-1:00PM :30 OFA12P143H \$300.00 NM									
44	10/15/12	10/15/12	NBC Prime REVOLUTION	10:00-11:00 PM	M-----	:30	1	\$10,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 M----- 1 \$10,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WESH M 10/15/12 10:11 PM NBC Prime REVOLUTION 10:00-11:00 PM :30 OFA12P143H \$10,000.00 NM									
45	10/09/12	10/09/12	NBC Prime VOICE	8:00-9:00 PM	-T-----	:30	1	\$4,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -T----- 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WESH Tu 10/09/12 8:47 PM NBC Prime VOICE 8:00-9:00 PM :30 OFA12A138H \$4,000.00 NM									
46	10/09/12	10/09/12	NBC Prime PARENTHOOD	10:00-11:00 PM	-T-----	:30	1	\$3,500.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -T----- 1 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WESH Tu 10/09/12 10:31 PM NBC Prime PARENTHOOD 10:00-11:00 PM :30 OFA12A138H \$3,500.00 NM									
47	10/12/12	10/12/12	NBC Prime DATELINE	10:00-11:00 PM	----F--	:30	1	\$4,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 ----F-- 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WESH F 10/12/12 10:11 PM NBC Prime DATELINE 10:00-11:00 PM :30 OFA12G145H \$4,000.00 NM									
48	10/13/12	10/13/12	Notre Dame Football	5:00A-4 XM	-----S-	:30	2	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----S- 2 \$1,500.00									

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 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
950344-1	10/21/12	October 2012	10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
48	10/13/12	10/13/12	Notre Dame Football	5:00A-4 XM	-----S-	:30	2	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	10/13/12	3:33 PM	Notre Dame Football	5:00A-4 XM	:30	OFA12P143H	\$1,500.00 NM
2	WESH	Sa	10/13/12	5:25 PM	Notre Dame Football	5:00A-4 XM	:30	OFA12G145H	\$1,500.00 NM
49	10/09/12	10/12/12	Late Night w/Jimmy Fallon	12:35-1:35XM	-TWTF--	:30	2	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-TWTF--	2	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Tu	10/09/12	12:58 AM	Late Night w/Jimmy Fallon	12:35-1:35XM	:30	OFA12A138H	\$300.00 NM
1	WESH	W	10/10/12	1:15 AM	Late Night w/Jimmy Fallon	12:35-1:35XM	:30	OFA12P143H	\$300.00 NM
50	10/14/12	10/14/12	Sun 5-6a	Sun 5-6a	-----1	:30	1	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----1	1	\$50.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	10/14/12	5:42 AM	Sun 5-6a	Sun 5-6a	:30	OFA12G145H	\$50.00 NM
51	10/14/12	10/14/12	M-Sun Nightly News	6:30-7:00 PM	-----S	:30	1	\$3,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----S	1	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	10/14/12	6:47 PM	M-Sun Nightly News	6:30-7:00 PM	:30	OFA12P143H	\$3,000.00 NM
<b>Total Spots</b>							<b>101</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$140,400.00</b>
<u>Agency Commission</u>	<b>\$21,060.00</b>
<u>Net Amount Due</u>	<b>\$119,340.00</b>